



Register Number:  
Date:

**ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE – 27**  
**M.Sc BIG DATA ANALYTICS – III SEMESTER**  
**SEMESTER EXAMINATION –OCTOBER 2019**  
**BDA 3118: MODELLING IN OPERATIONS MANAGEMENT**

**This Question Paper Contains One Printed Page and One Part**

**Time: 2 1/2 hrs.**

**Maximum marks: 70**

**ANSWER ANY SEVEN OF THE FOLLOWING QUESTIONS. ALL QUESTION  
CARRY EQUAL MARKS.**

**7X10=70**

1. Define the following terms.

- |                |                |
|----------------|----------------|
| a. Deposits    | d. Liabilities |
| b. Credit card | e. Loans       |
| c. Assets      |                |

2. What is the role of RBI in Indian banking system? How banking industry contributes to the economy of the country?

3. What is credit risk? Explain the criteria by which the banks approve loan and explain its significance.

4. What is marketing concept? Explain the role of market and customer in marketing.

5. With the help of a block diagram explain 4's P for marketing.

6. Define supply chain. What are the hidden decision making areas for an analyst in entire supply chain?

7. What are the key issues of a supply chain? What is the role of IoT in supply chain?

8. Explain the process of evaluating a project proposal of a company. What is the role of government in venture creation?

9. What is the scope of analytics in healthcare? Explain through a case study.